THE WESTERN SHOW

- Western Show opens in Anaheim
- NCTA Programming Conference wrap-up
- Copyright Royalty Tribunal hikes fees
- Cleveland cable vote may go to the people

CableVision

The news and features weekly of the cable television industry November 29, 1982 $3.00

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many sides
PRISM

CableVision November 29, 1982. Volume 8, Number 13

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Tom Wheeler, Fred Silverman and Gerald Levin.

Warm feelings, few deals

NCTA brings 1,623 programmers and operators to Hollywood's backyard. The aim: to educate the creative community. The result: warm feelings, few deals. **Leading the week, pages 15-23.**

Opening day, Western Show

The California Cable Television Association opens in Anaheim, Calif., with over 10,000 attendees. Industry leaders address financial woes, subscriber instability and regulations—in all, a full slate of challenges. **Leading the week, pages 15-23.**

Copyright defeat

Cable operators will pay 3.75 percent of gross receipts from retransmitting distant signals. Turner vows to appeal the Copyright Royalty Tribunal's order or seek congressional reforms. **Leading the week, pages. 15-23.**

Ally and sue

NCTA President Tom Wheeler asks broadcasters to join the fight against the CRT's copyright fee ruling in the Western Show's keynote panel session. **Leading the week, pages 15-23.**

It takes heart

Group W President Dan Ritchie leads off the Western Show with a reminder to the industry to remember its responsibilities. **Leading the week, pages 15-23.**

Chicago grades

Consultant gives high marks to Cablevision Systems and Group W, two of five bidders for three franchises in and near downtown Chicago. **Leading the week, pages 15-23.**

NCTA conference

Industry panelists debate pay-per-view's viability, pay sports, cable vs. STV, broadcasting's declining share, onerous regulations, viewer habits, mass-audience movies and other issues. Also, Showtime reveals its new offerings. **Pages 25-50.**

Theft fight

Nine Long Island operators, some victimized by a series of attempted illegal taps and outright thefts of service, band together. **Page 75.**

No tipping allowed

Affiliates were cautioned not to act rashly following ESPN's decision to end its affiliate compensation program next January. Observers say the action came as no surprise. **Page 82.**

Cleveland referendum

Mayor Voinovich wants to put municipal ownership of cable in this 225,000-household city on the ballot. However, some critics and industry leaders raise the question: "If it can't collect its garbage, can the city own cable?" **Page 85.**

Rush to judgment

U.S. District Judge Harold Greene's order, exercising the rarely used Expediting Act, may push appeals of the AT&T divestiture directly into the U.S. Supreme Court, bypassing the Court of Appeals. The question: Will the matter be expedited? **Page 86.**

About the cover

Winners of ACE Awards gather on stage at the Beverly Theater in Los Angeles. Photograph by Rob Stuehrk.

This week in PLUS

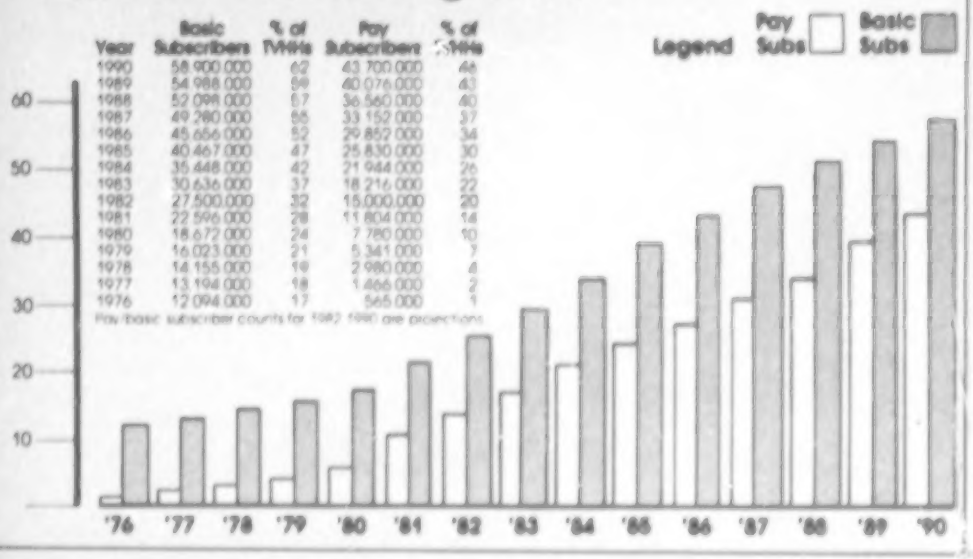
PRISM: It's more than just sports. The channel's programming is aimed at the whole family, not just the sports fanatic. But even with movies, concerts, adult movies and, yes, soap operas, the "sports-only" image remains, much to the dismay of PRISM officials... Cable-ready television has a nice ring to it. Unfortunately, things get a little more complicated than they sound. Consumers in the market for cable-ready sets sometimes find that the sets they buy may not work quite yet, or ever, and that they may need a converter anyway. Ironically, the confused customer is the one who will finally decide which direction the market will take... And cable goes to college, as university curricula expand to fit the times. From two-year degree programs to four-year telecommunications programs, some of the nation's better-known institutions are taking the cable route. **Pages 51-74.**

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,091,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Satellite-fed cable programming services

Basic services	Affiliates*	Subscribers*	% change in homes from 9/30	
ACSN: The Learning Channel	262	2,000,000	+8.4	
Alpha Repertory Television Service (ARTS)†	1,725	8,000,000	N.C.	
Black Entertainment Television (BET)	101	2,519,869	+25.9	
Cable Health Network (CHN)	462	4,100,000	N.A.	
Cable News Network (CNN)	2,682	15,827,000	N.C.	
CNN Headline News	297	2,075,000	+8.9	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	10,500,000	N.C.	
CBN Cable Network	3,245	16,200,000	N.C.	
CBS Cable	500	5,000,000	N.C.	
Daytime	533	7,200,000	N.C.	
Dow Jones Cable News	65	650,000	+1.5	
Electronic Program Guide (EPG)	58	821,490	N.A.	(9/82)
Entertainment and Sports Programming Network (ESPN)	4,856	48,780,114	N.A.	(9/82)
Eternal Word Television Network (EWTN)	35	670,000	+11.6	
Financial News Network(FNN)†	594	5,236,524	+1.4	
Modern Satellite Network (MSN)	408	6,029,560	+5.1	
Music Television (MTV)	825	6,750,000	N.C.	
National Christian Network	72	1,690,377	N.A.	(9/82)
National Jewish Television	103	2,238,600	+2.9	
Nickelodeon	1,900	9,000,000	N.C.	
North American Newstime/ The Travel Channel	114	676,000	N.A.	(7/82)
PTL Television Network	600	6,900,000	N.C.	
Reuters News View	375	3,900,000	N.A.	(9/82)
Satellite News Channel I (SNC)	425	3,100,000	N.C.	
Satellite Program Network (SPN)†	369	5,014,369	N.A.	(9/82)
SIN Television Network†	199	25,531,400	N.C.	
Trinity Broadcasting Network	235	2,300,000	+1.4	
USA Network	2,300	13,000,000	N.C.	
The Weather Channel (TWC)	550	6,000,000	N.A.	(9/82)
WGN	3,359	9,448,079	N.A.	(9/82)
WOR	677	4,417,868	+1.8	
WTBS	4,770	23,324,000	N.C.	
Basic audio services				
Lifestyle	75	700,000	N.A.	(9/30)
WFMT	158	674,872	N.A.	(9/30)
Pay services				
Bravo	44	78,780	N.A.	(9/82)
Cinemax†	1,500	2,000,000	+33.3	
The Entertainment Channel	80	225,300	N.A.	
EROS	14	660,000	+20.0	

Pay services	Affiliates*	Subscribers*	% change in homes from 9/30	
Galavision	160	120,000	+20.0	
Home Box Office (HBO)†	4,300	11,000,000	+10.0	
Home Theater Network Plus	200	155,000	N.A.	(6/82)
The Movie Channel (TMC)	2,150	2,200,000	N.C.	
The Playboy Channel/Escapade	190	287,506	N.A.	(9/82)
Showtime	1,800	3,000,000	N.C.	

* Affiliate and subscriber counts are as of 10/31 unless otherwise noted
† Subscriber count denotes households receiving signal
‡ Total SIN reach. Total Spanish-speaking households 3,071,900
§ This month's figures are approximations
N.C. designates no change
N.A. designates not available

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	TBA
Aimi Group Network	TBA
Apollo Entertainment Television	TBA
The Buena Vision Channel	1st quarter 1983
Cable Newspaper Corp	1/83
The Channel Black	TBA
Christian Media Network	relaunch TBA
Cinemerica	TBA
The Community Channel	TBA
The Disney Channel	2nd quarter 1983
Family Programming Network	TBA
Heartbeat Media Network	4th quarter 1982
Home Music Store	1983-84 launch
The Job Channel	TBA
Kidvid Network	1/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1984
Nashville Network	2/83
National Jazz Network	1982
PBS Cable	TBA
Penthouse Entertainment Network	TBA
Satellite News Channel II	2nd quarter 1983
The Silent Network	3/83
Sitcom Channel (Channelfainment)	1st quarter 1984
Spanish Universal Network	TBA
SPN/International Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-To Network	2nd quarter 1984
Top Entertainment Network	TBA
UTV Cable Network	1/83
Video Concert Hall	TBA
Window	TBA

National cable advertising

This chart lists national advertising sales by the basic cable television networks during October 1982.

Network/Client	Status
ARTS	
AT&T	Renewal
General Motors	Renewal
Piper-Heidsiek*	New client
Prudential (Bache)	New client
Universal Pictures	New client
BET	
Amtrack	Renewal
Anheuser Busch	Renewal
Campbell Soup	New client
Carson Products	Renewal
Eastman Kodak	Renewal
Ford-Lincoln Mercury	Renewal
IBM	Renewal
Mobil	Renewal
Pepsico	Renewal
Sears	Renewal
U.S. Coast Guard	New client
U.S. Army	Renewal
Cable Health Network	
Eastman Kodak	New client
Dorsey Laboratories	New client
Proctor & Gamble	Renewal
CBN Cable Network	
Carter Wallace	New client
Clorox	New client
Combe	New client
Dow Chemical	New client
General Foods	New client
General Motors	New client
The Hearst Corp.	New client
J.C. Penney	New client
Mars	New client
Nabisco	Renewal
Norton Simon (Avis)	Renewal
Qantas Airways	New client
Republican National Committee	New client
Time Inc.	Renewal
CBS Cable	
Bella Wines	Renewal
Ford	Renewal
Porche-Audi	Renewal
Daytime	
Dow Chemical	New client
General Motors	Renewal
J.C. Penney	Renewal
Kraft	New client
Ralston Purina	New client
Universal Pictures	New client
ESPN	
American Cyanamid	Renewal
BMW	New client
Bristol-Myers	Renewal
Campbell Soup	Renewal
Carter Wallace	Renewal
Conservative Digest*	New client
Dow Jones	Renewal
Eastman Kodak	Renewal
Fuji	Renewal
Hutchins Manufacturing*	New client
Iveco	Renewal
Maxell	Renewal
Mercedes-Benz	Renewal
Mitsubishi	Renewal
National Republican Congressional Comm.	Renewal
Orion Pictures*	New client
Pennzoil	Renewal
Penthouse Publications	Renewal
Pfizer	Renewal
Pro Magazine	Renewal
R.J. Reynolds	Renewal
Scott's Liquid Gold	Renewal
Sears	Renewal
Union Carbide	Renewal
MSN	
Campbell Soup	New client
DuPont	New client
Pier One Imports*	New client
Sears	Renewal
Sharp Electric	New client
Financial News Network	
Air California	Renewal
American Express	New client
Andrew Peck & Associates Brokerage	Renewal
Blanchard Communications	Renewal
Boston Stock Exchange	Renewal
Business Week	Renewal
Cardiff Publishing Co.	Renewal
Capital Preservation Fund	Renewal
Celestial Acres	Renewal
Charles Schwab & Co.	New client
Colonial Penn Insurance	New client
Computrac	Renewal
Conservative Digest	Renewal
Conti Commodity	Renewal
Cornwall Securities	Renewal
Dow Jones	Renewal
Fidelity Insurance	Renewal
Fisher Stereo*	New client
Forbes Magazine	Renewal
Franklin Mint	Renewal
Gann World	Renewal
General Motors	New client
Inc. Magazine	Renewal
Information Systems Group	Renewal
International Trading Group	Renewal
Investment Rarities Inc.	New client
Kiplinger	New client
Lind-Waldock Commodities	New client
Lloyd's Bank of California	Renewal
Merrill Lynch	Renewal
National Geographic Society	New client
The Ney Report	Renewal
North American Coin	Renewal
OTC Review	Renewal
Paulson Investment Co.	Renewal
Philadelphia Stock Exchange	Renewal
Princess Cruises	Renewal
Prudential (Bache)	New client
Quick & Reilly	New client
Remote Computing Group	Renewal
Rouse-Woodstock Commodities	Renewal
Smithsonian Magazine	Renewal
Stock Market Cycles	Renewal
Technology Illustrated	Renewal
Tri Fund	Renewal
Universal Heritage	Renewal
Value Line	New client
Walker's Manual	Renewal
Wellington Financial Corp.	Renewal
West Coast Metals	New client
WI Offshore Banking	Renewal
National Jewish Television	
Crazy Eddie	Renewal
El Al Airlines	Renewal
Goody Products	Renewal
Israel Development Authority*	New client
The Jerusalem Post	Renewal
SPN	
AMF	Renewal
Business Week	Renewal
Candie's Shoes	Renewal
CoSat	Renewal
Chanel	Renewal
Cheesborough-Ponds	Renewal
Consumer Reports Magazine	Renewal
Cuisinart	Renewal
Estee Lauder	Renewal
Ford	Renewal
Grolier Books	Renewal
Integrated Resources	Renewal
Israel Airways	Renewal
Kleenex	Renewal
Kraft Foods	New client
Lysol	Renewal
Maxell	Renewal
Melior Coffee Pots*	New client
Mennen	Renewal
Moosehead Beer	Renewal
Nikon	Renewal
Now Magazine	Renewal
Parents' Magazine	Renewal
Pentel	Renewal
Playtex	Renewal
Quaker Oats	Renewal
Ralston Purina	New client
Sapphire Books	Renewal
Sears	Renewal
Simpson's Hair Products	Renewal
Time Inc.	Renewal
Top-Flite Golf Equipment	Renewal
Union Carbide	Renewal
Vaseline	Renewal
Vogue Patterns	Renewal
Windjammer Cruises	Renewal
USA Network	
CBS Records	New client
Colgate Palmolive	Renewal
Eastman Kodak	New client
General Foods	New client
General Motors	Renewal
Hockey News	New client
Holiday Inn	Renewal
Jensen-Farley Films*	New client
IC-Tel	New client
Max Factor	New client
Mercedes-Benz	New client
National Republican Committee	Renewal
Nasell	New client
Odyssey	Renewal
Playtex	Renewal
Searle	Renewal
Toyota	Renewal
Warner Lambert	Renewal
The Weather Channel	
American Cyanamid	Renewal
American Express	Renewal
American Fur	Renewal
American Gas Association	New client
Eastman Kodak	Renewal
General Motors	Renewal
Goodyear	Renewal
Hall-Whirlpool	Renewal
Hyatt Hotels	Renewal
London Fog	Renewal
Pillsbury	Renewal
Quaker Oats	Renewal
RCA	New client
Scott Paper	Renewal
Stokely-Van Camp	Renewal
Union Carbide	Renewal

* designates new to network advertising

Note: Cable News Network, CNN Headline News, Satellite News Channel I, SPN Television Network and WTBS could not be reached by press time; they will be included in next month's listing.